



1120 SW Fifth Ave., Suite 800 Portland, OR 97204 503-823-5185
Fax 503-823-7576 TTY 503-823-6868 www.portlandoregon.gov/transportation

Chloe Eudaly Commissioner Chris Warner Director

NW Parking SAC	Virtual Meeting
November 18, 2020	Zoom
4:30 p.m. – 6:00 p.m.	Portland, Oregon

Northwest Parking District Stakeholder Advisory Committee (SAC) Meetings Notes

Members in Attendance

Rick Michaelson (Chair, At-large)
Nick Fenster (Vice Chair, NWBA)
Daniel Anderson (At-Large)
Peter Rose (At-Large)
Alexandra Zimmerman (At-Large)
Mark Stromme (At-Large)
Karen Karlsson (NWDA)
Ron Walters (NWDA)
Jeanne Harrison (NWDA)
Ron Walters (NWDA)
Parker McNulty (NWDA)
Amy Spreadborough (NWBA)
Don Singer (NWBA)
Thomas Ranieri (NWBA)

Members Absent

No members absent.

Portland Bureau of Transportation (PBOT) Staff

Rae-Leigh Stark (Northwest Parking District Liaison)
Zena Rockowitz (Parking Program Specialist)
Chris Armes (Division Manger)

Speakers

Owen Ronchelli, Rick Williams Consulting

Public in Attendance

Allen Classen
Al Niknabard
Thuy Tu
Lisa Maddocks

Introductions

SAC members introduce themselves.

Letter from PBOT

Rae-Leigh addresses the letter PBOT and Civic Life sent out to the SAC, which would support a SAC representative on the next Evaluation Committee for new SAC members.

Rick wants to cast the net wider and to discuss what the rules are for membership and looking outside of the traditional boundaries. This could include Portland State University students and other specialists who may not live in the neighborhood.

Nick clarifies that the SAC can add additional written criteria for new members, which can be modified from search-to-search. Rae-Leigh clarifies that the SAC can change or add criteria.

Don states, "the process in the last selection process was so tainted that the at-large position has to be redone and that person has to reapply for it."

Ron is concerned they haven't gotten down to the bottom of what happened and wants to make sure it doesn't happen again. Wants targeted changes from higher up. He has not seen best practices applied that are helpful to the group.

Mark is concerned that a SAC liaison created less autonomy from the City. He thinks the committee should be the dominant voice on selection of new members based on specific criteria that also works with Civic Life and PBOT guidelines. Wants renters, people of different genders, and people of color to serve. Wants to lay out new criteria for the selection process.

Rick feels there is commitment from the PBTO staff on reformulating. Says he wants to move forward with a new relationship and maybe new bylaws over the winter months.

Tom discusses how it makes sense that having a liaison to the committee means the liaison is going to be beholden to PBOT. Says they run into policy decisions once in a while that create a wall, and that is what is causing pain.

Karen says the SAC has evolved over time to be more advisory than was intended, especially with all the new rules and regulations. Likes being able to break away and have real discussions and looking at the original purpose, to manage the parking in the neighborhood. Feels like the meter revenue for doing projects is out of their control now.

Nick notes the power is in putting projects forward and allocating the budget, and some things will be naturally resolved. He says they didn't dig in and do their homework, which has created vacuum pockets, like not reading an email. The way the SAC has a real citizen voice is the budget, but if they step back and take too long, or aren't clear about what they want to do they won't get the results they want, like what happened with Northwest In Motion. Suggests they read their bylaws.

Jeanne says she isn't clear about how selection process used to be done versus how it was done this time. Wants to know if SAC always had a person on the Selection Committee.

Peter talked about how in 2017 he was interviewed by Rick. He says there is a lack of trust now and doesn't know how to move forward from that. Thinks there should be going back and correcting the mistakes that were admitted.

Rae-Leigh says she wants to be as communicative as possible. A conversation about the selection process happened at the July and August meetings and by email. This is a completely new process that was based on City Council's resolution and this is the first time SAC is going through it. Recognizes there was unhappiness about it. City Council is trying to get diverse perspectives. Rae-Leigh facilitated the Selection Committee meeting but did not select the candidates. She is looking forward to mending the relationship.

Rick says Rae-Leigh is not at fault, the process is at fault. Rick says "we have our charter and our beliefs and City Council changed the rules. The city's climate policy says no new parking, but their charter okays new parking." He doesn't care what City Council thinks but wants to do what is good for the neighborhood. Will continue this conversation in more structured way.

Bylaws and Conflict of Interest

Rick prefers to move this to the next agenda. Rae-Leigh states that everyone on the SAC submits a conflict of interest form. "It's not saying that you can't have conflict, rather it's about noting them and making them public." PBOT consults with Rick Williams. Alex works for Go Lloyd. Owen works for Rick Williams as a consultant. He also works at Go Lloyd. Alex does not work for Rick Williams.

Evaluation and Work Program for the SAC

Rick says, this is not the year to change parking regulations or rates because of COVID. Wants to look at where to concentrate future energies and how this relates to other neighborhood projects and organization. In January and winter meetings he wants at least 45 minutes on the

agenda to look at where they are going, successes, and where to do better. Rae-Leigh is finding a facilitator to help with these discussions.

Ron says it sounds like adding bureaucracy. Doesn't think this should consume 3 months of work. In his view, they have a workplan and subcommittees operating. Says, it can't hurt to go through traditional strategic planning process and come up with top 3 priorities.

Jeanne thinks they tend not to have enough time on the agenda. A subcommittee with a report back to the larger committee would be helpful. She is all for spending money in a focused way to show the neighborhood what they are doing with parking monies.

Nick wants to look at thinking through projects could be in conflict.

Rae-Leigh notes projects like Northwest in Motion, NW 23rd, and the pedestrian lighting study and how a standing meeting would help keep that moving. There is interest in forming another subcommittee, also known as a workgroup, to look at capital projects and budgeting to integrate these projects, planning, and development. Rae-Leigh will send an email to garner interest.

Event District Strategies

Owen presents on strategies to make the event district operate better and perform how it's intended.

Strategy 1: Change the definition of 'long-term parking' in NW Parking District code to time limits greater than 2 hours

The definition of a long-term meter is anything greater than 1 hour in Northwest. Every other parking district in the city has the definition of long-term meters as being greater than 4 hours. Therefore, in Northwest, people can meter feed at any stall over 1 hour. During an event, 4 hour stalls convert to 2 hour stalls, to keep event goers from parking in the southern part of the parking district. This creates challenges for enforcement because people meter feed.

PBOT would be in support of changing the code to define long-term parking as greater than 4 hours to reduce meter feeding. City-wide there is the definition of long term v. short term for carpool parking.

Nick wants to know if they can only prohibit meter feeding at 2 hours.

Ron thinks the solutions for game day are hard to enforce. Recommends asking Enforcement how to make it easy for them to enforce and have game day policies dovetail with that.

Owen says this is not considered a true strategy, but should enhance enforcement for them and help them enforce more easily.

Strategy 2: Make all “metered or by permit” on-street parking in the ERD permit-only on event days

Make all on-street “metered or by permit” permit only. This would prevent event goers from parking during events except on NW 21st and NW 23rd. The downside is it prevents non-event going visitors from parking and reduces flexibility.

Strategy 3: Increase parking citation fees on event days

Be more punitive. People are taking chances when parking to test enforcement. Right now an expired meter is \$44. When they look at different cities there are higher citation rates.

Strategy 4: Expand the Event Restricted District

Expand the event restricted district. The con is it reduces flexibility of parking stalls to accommodate existing user groups within the expanded area and would require additional enforcement. Need more data and information.

Strategy 5: Eliminate the Event Restricted District

Eliminate event restricted district to simplify parking management all around and reduce confusion for any new visitors. The downside is there would continue to be conflict between event goers and visitors.

Strategy 6: Sell on-street event-only parking permits in ERD (on event days)

Sell event-only parking permits. Theoretically could sell to non-event goers. This controls the number of users. Doesn't address the needs of non-event goers and event goers can still park on NW 21st and NW 23rd.

Strategy 7: Employ event pricing in the ERD to discourage some visitors from parking and use revenues to increase access to non-auto modes

Create event pricing to discourage visitors. Owen discusses Sacramento which does a tiered pricing system model. At 2 hours you get a flat rate, and then the rate increases. You don't want the first 2 hours to discourage visitors from coming into the area. Can also look at off-street in this, but it is more challenging. Can get agreements with them to price parking in a manner that will attract people to park off-street.

Strategy 8: Improve communications – develop app that communicates with event goers and neighbors alike

Enhance communication with visitors. Explore public/private partnership for developing an app, push notifications out to people.

Rick says he will work with Rae-Leigh and Nick to develop an approach for the committee.

Public Comments

No public comments.

New Business

Jeanne asks about meter revenue due to COVID. Chris says they are looking at meter revenues. Utilization is down about 50% and varies by district. Will have another forecast in January. Rae-Leigh adds to look at the SAC update to see how permits have been affected.